



**FOR IMMEDIATE RELEASE**  
January 14, 2009

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## **FIRST 5 CALIFORNIA LAUNCHES ASIAN-LANGUAGE KIT FOR NEW PARENTS**

### **Bilingual Resource Offered Free of Charge to New and Expecting Parents in California**

**Los Angeles** — To start off the New Year, First 5 California has a gift for all new and expecting Asian language-speaking parents in California – the *Kit for New Parents*. This free comprehensive parenting resource includes everything from practical advice on prenatal care to information about a child's first five years. For the first time, the free *Kit*, is available in four Asian languages including Mandarin, Cantonese, Korean and Vietnamese.

"Babies don't come with an instruction manual," said Kris Perry, executive director of First 5 California. "But if they did, it would look a lot like the *Kit for New Parents*. We hope that Asian language-speaking parents will embrace this free resource and use it to help them make the transition into parenthood."

Parents can refer to the *Kit for New Parents* for parenting advice and tips on topics such as prenatal care, nutrition, discipline and finding quality child care. It provides practical information in a user-friendly approach to help build parents' confidence as they undertake their new role.

Some highlights of the *Kit* include:

- "Parents Guide" – An easy-to-navigate reference guide for new parents with tips and up-to-date information on topics such as child development, health and safety, finding quality child care and getting children ready for school. The booklet also contains sections on local resources and services.
- "What to Do When Your Child Gets Sick" – An easy-to-read book that answers questions parents may ask about common childhood illnesses and injuries.
- "Puppy and Friends" – An interactive children's book filled with stimulating colors and textures that encourages brain development as babies touch and feel a puppy's fur, nose and toys.

- “Healthy Teeth Begin at Birth” – Children need healthy teeth for smiling, talking and eating. This pamphlet gives an overview of oral health and walks parents through a baby’s first visit to the dentist.
- Other resources including a magnet with poison control information, obesity prevention guides, brochures on topics ranging from oral health to the “Smoke-free Cars with Minors” law, and information on programs such as Paid Family Leave and Healthy Families Program.

The original *Kit for New Parents* was launched in 2001. Since then, more than 2.5 million *Kits* in English and Spanish have been distributed for free to families across the state through partnerships with hospitals, clinics, county agencies, home visitation programs and parenting education providers as well as First 5 California’s free hotline (800) KIDS-025.

A study published in the *American Journal of Public Health* in 2007 found that mothers who used the English or Spanish *Kit* demonstrated improved parenting skills. According to the study, 94 percent of these mothers said the *Kit* was a helpful resource that provided important health and parenting information. As a result, they were more likely to read to their infants, enroll their children in consistent medical care, and take extra steps to childproof their homes.

“First 5 California understands that being a new parent is challenging,” Perry said. “That’s why we enlisted the support of bilingual child development experts and translators to help us create Asian-language *Kits*. These new versions are not only useful, but are also linguistically and culturally appropriate for the Asian-Pacific Islander American parents and caregivers we are trying to reach.”

For more information or to order a free copy of the *Kit for New Parents*, please call (800) KIDS-025 for English assistance, (800) 597-9366 for Mandarin or Cantonese assistance, (800) 597-9511 for Korean assistance or (800) 597-9855 for Vietnamese assistance.

### **About First 5 California**

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50-cents-per-pack tax on cigarettes to fund education, health, child care and other programs for expectant parents and children up to age 5. For more information, please visit [www.first5california.com](http://www.first5california.com).

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